

MISSOURI DIVISION OF TOURISM

November Missouri Travel Barometer
(Data available as of 12/14/20)

Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Lodging Trends – Week Ended November 28, 2020

OCCUPANCY
was down
29.9%
as compared to
the same week in
2019

**STATEWIDE
DEMAND**
DECREASED
29.4%

ADR
(Average Daily Room Rate)
DECREASED
11.1%

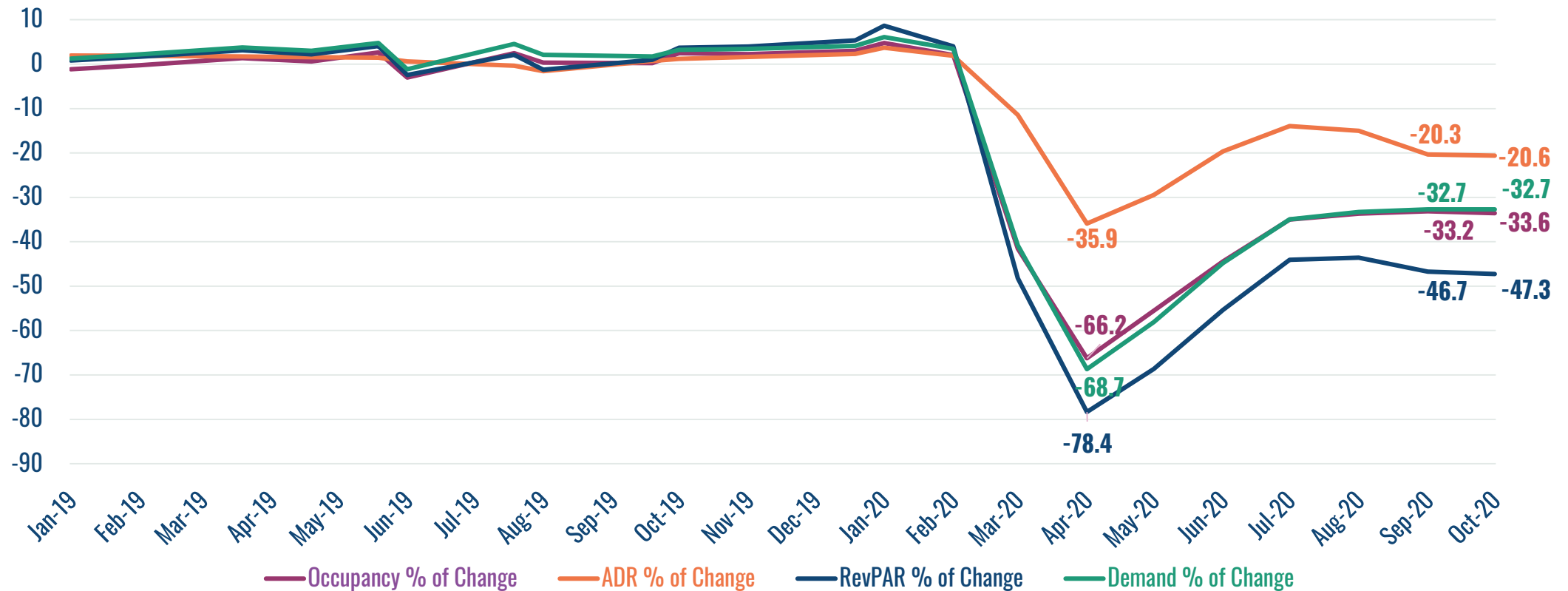
RevPAR
(Revenue per Available Room)
DECREASED
37.7%

Missouri Travel Barometer

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STR Monthly Lodging Trends Percentage of Change

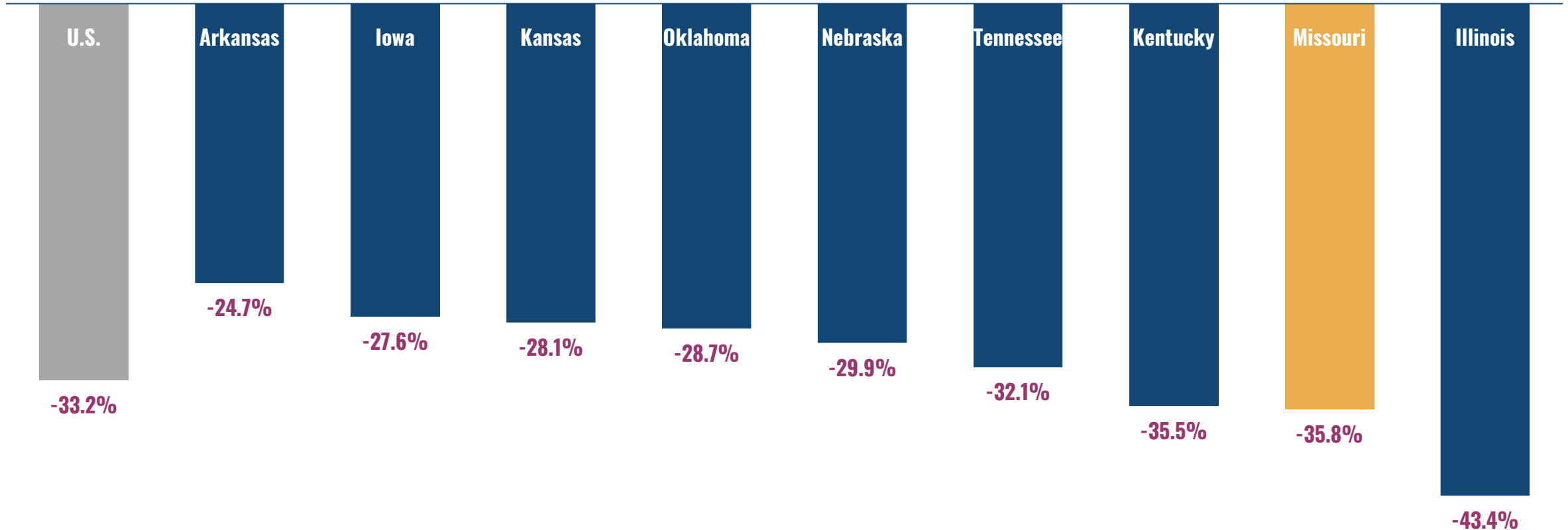


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Occupancy Percentage of Change -- October 2020 YTD vs October 2019 YTD Comparison of Neighboring States

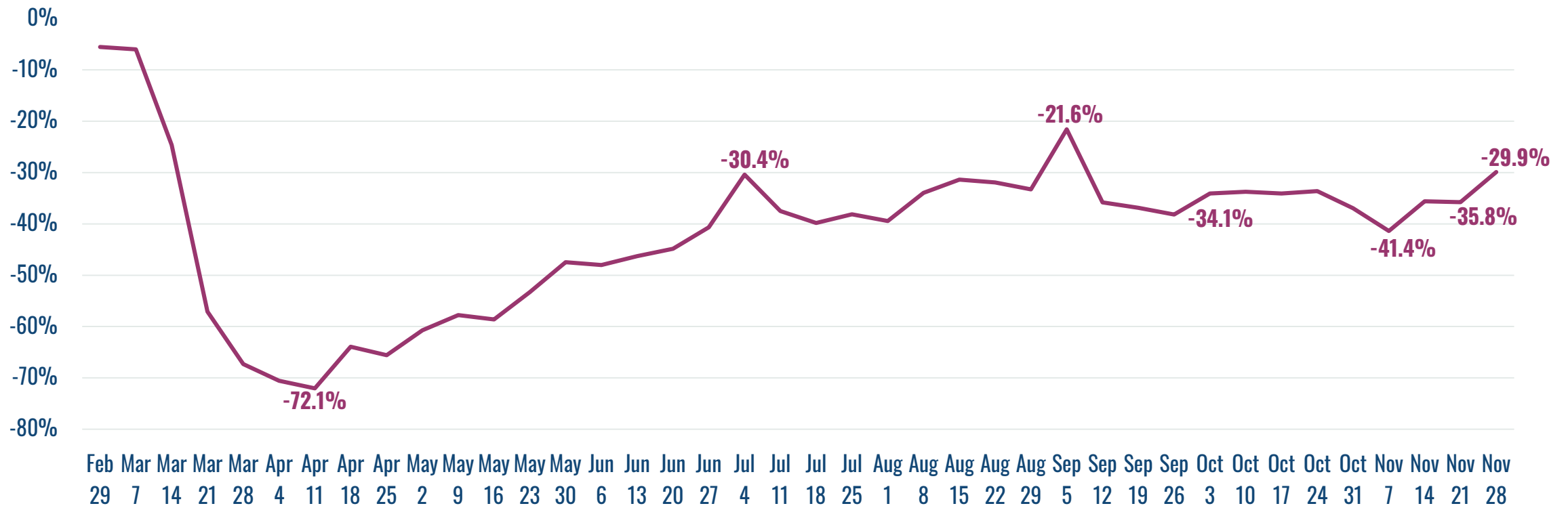


Missouri Travel Barometer

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STR Weekly Lodging Trends Occupancy % of Change from 2019

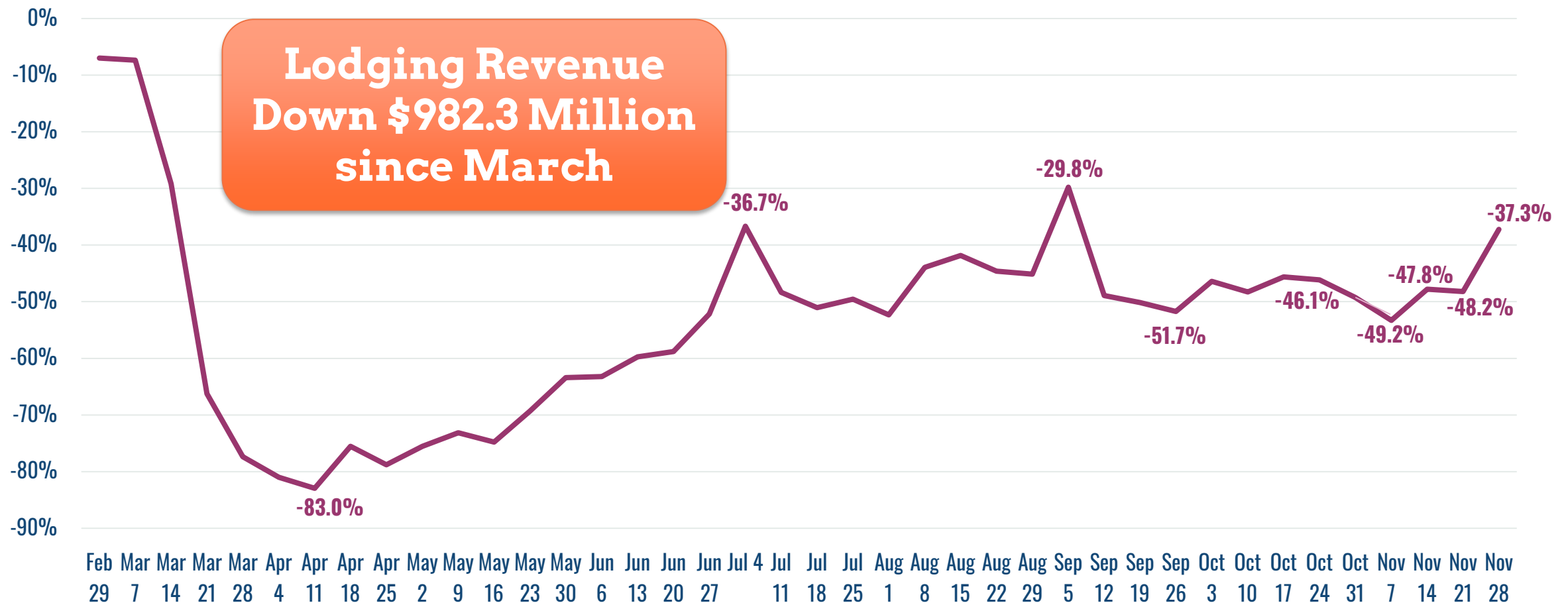


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Weekly Missouri Lodging Revenue % of Change from 2019



Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



AirDNA Short-Term Rental Trends for Hotel Comparable Rooms

January – October 2020 Compared to 2019

OCCUPANCY
was up

3.1%

as compared to
the time period in
2019

**STATEWIDE
DEMAND
INCREASED**

18.7%

ADR
(Average Daily Room Rate)
INCREASED

11.9%

RevPAR
(Revenue per Available Room)
INCREASED

16.4%

AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

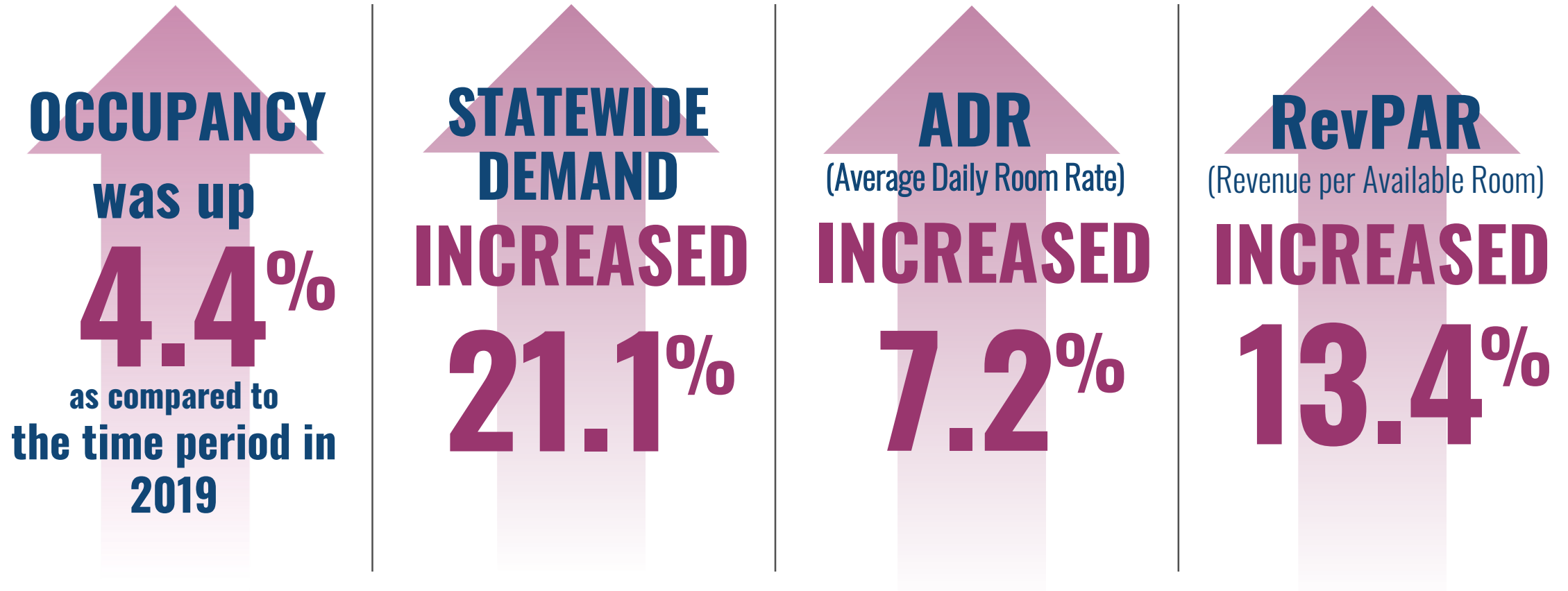
Missouri Travel Barometer

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AirDNA Short-Term Rental Trends for Entire Place Rentals

January – October 2020 Compared to 2019



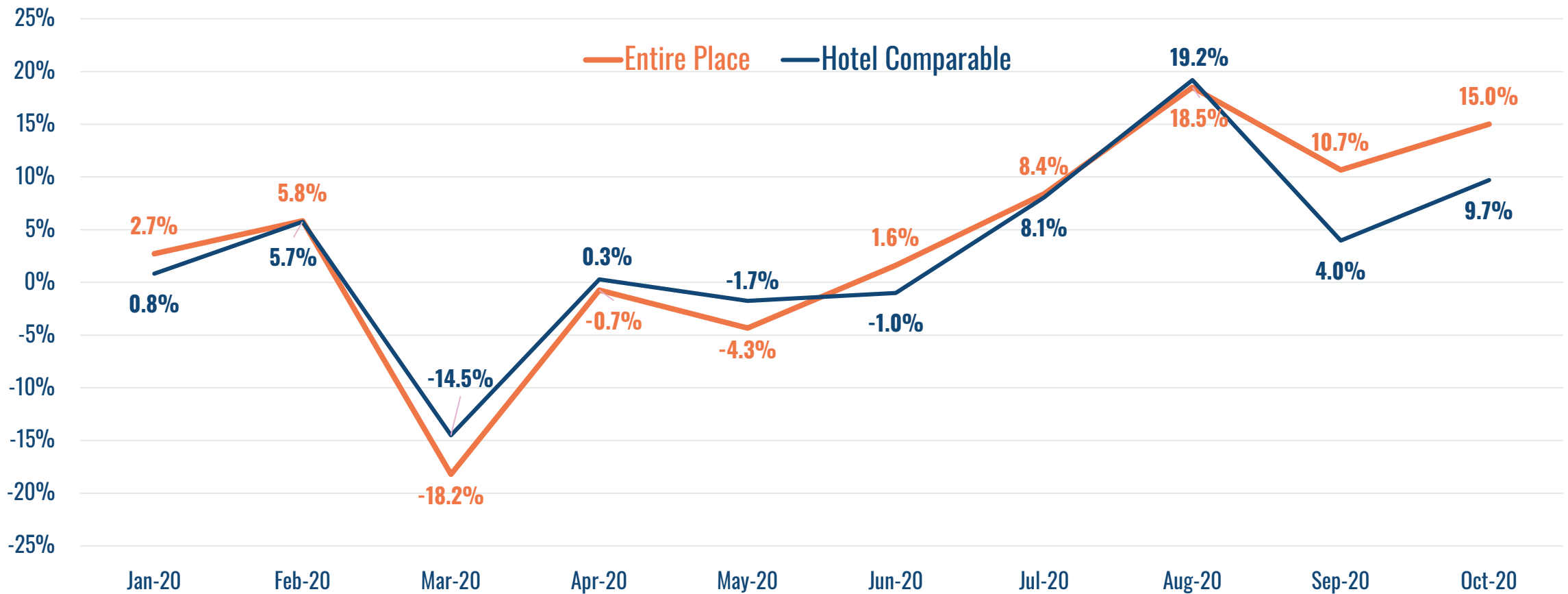
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals Occupancy% of Change from Prior Year



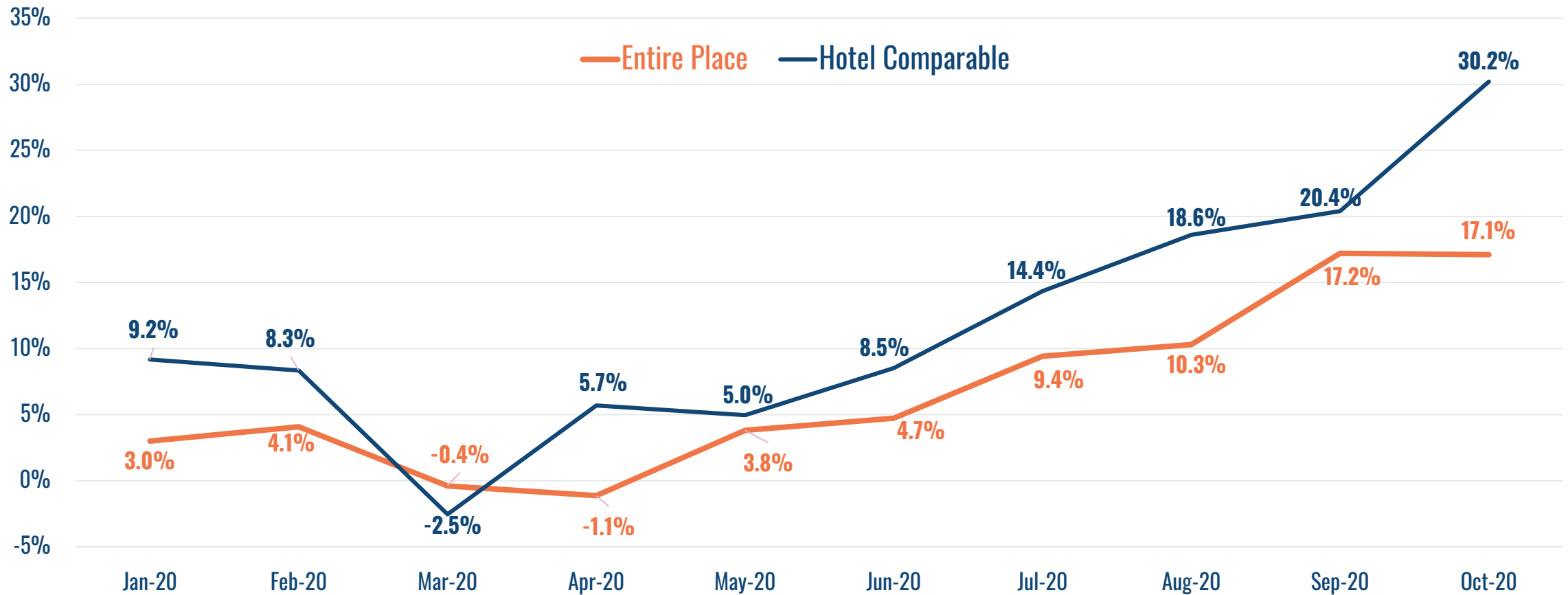
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals ADR % of Change from Prior Year



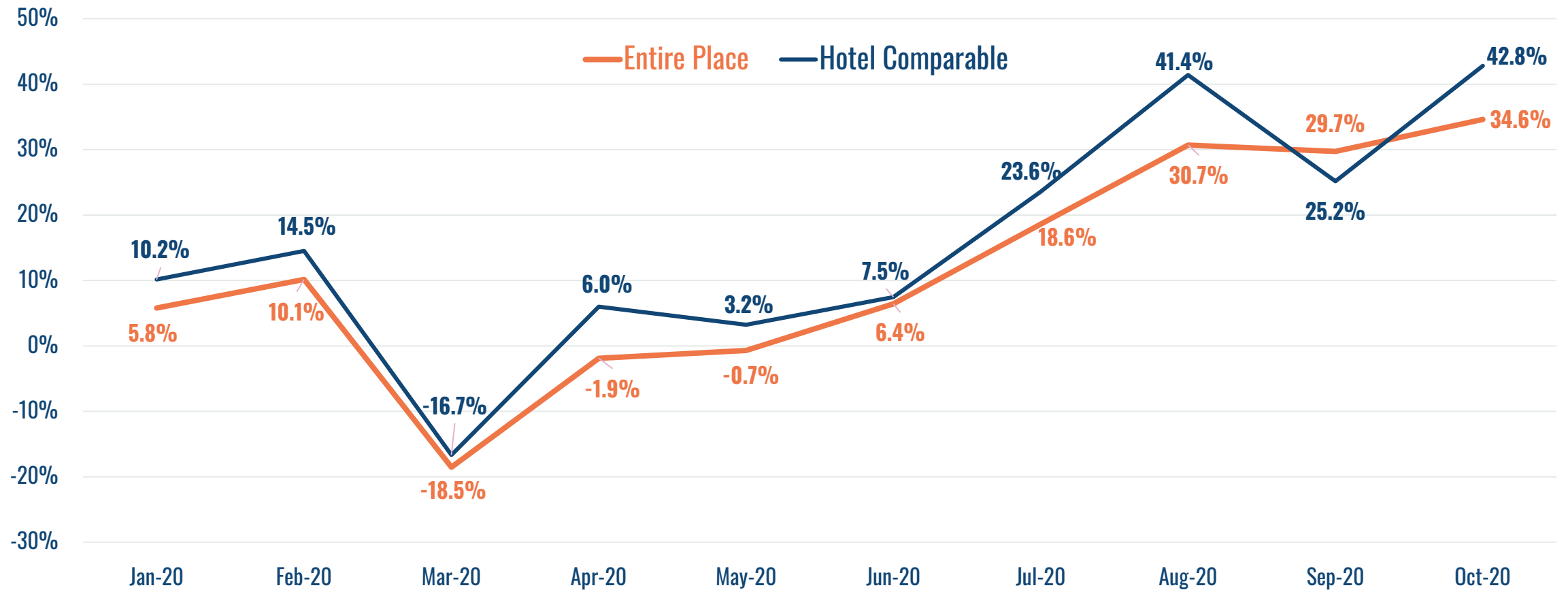
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals RevPAR % of Change from Prior Year



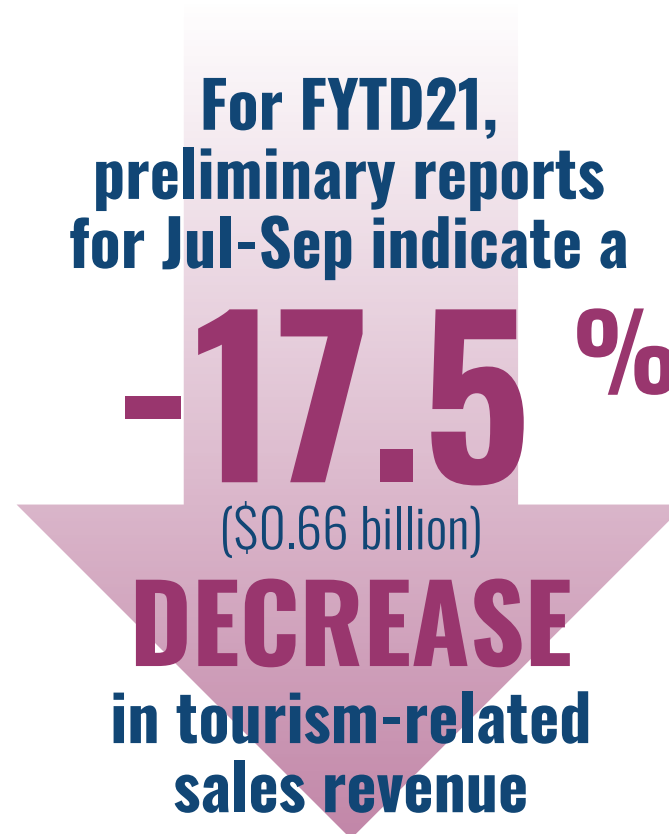
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales through September 2020

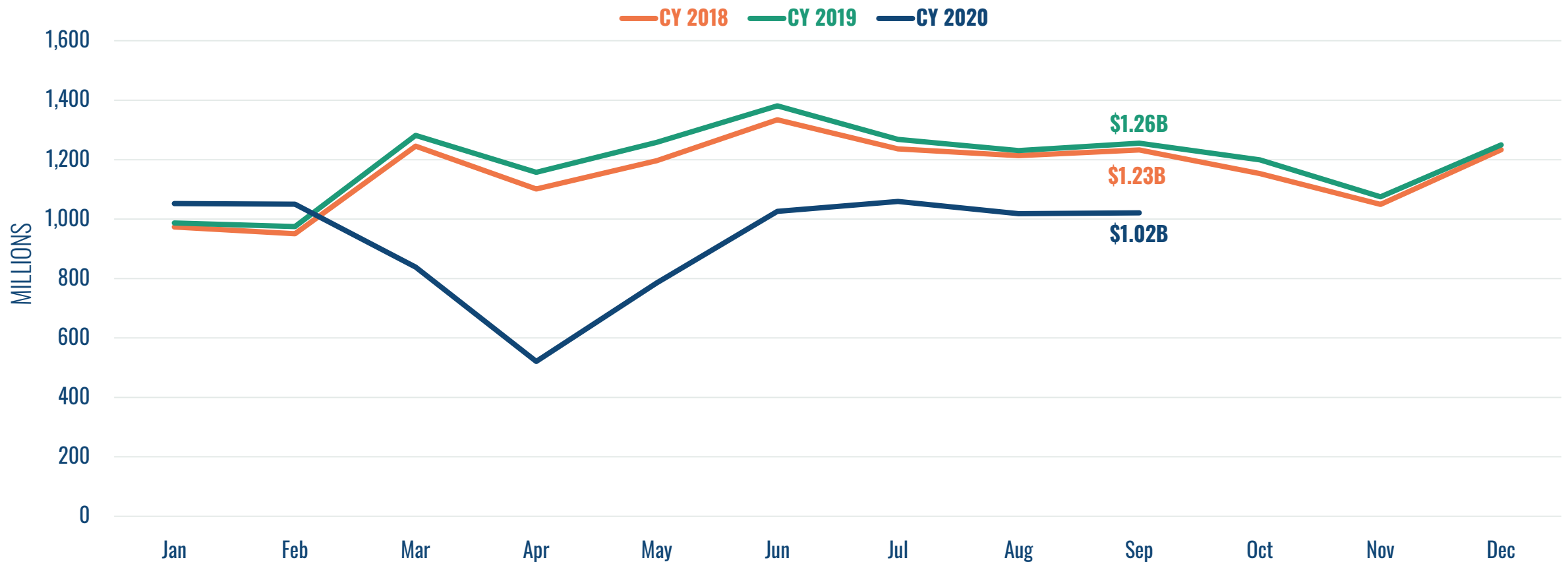


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY Sales Revenue from Tourism-Related NAICS



Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CYTD January - September Sales Revenue from Tourism-Related NAICS

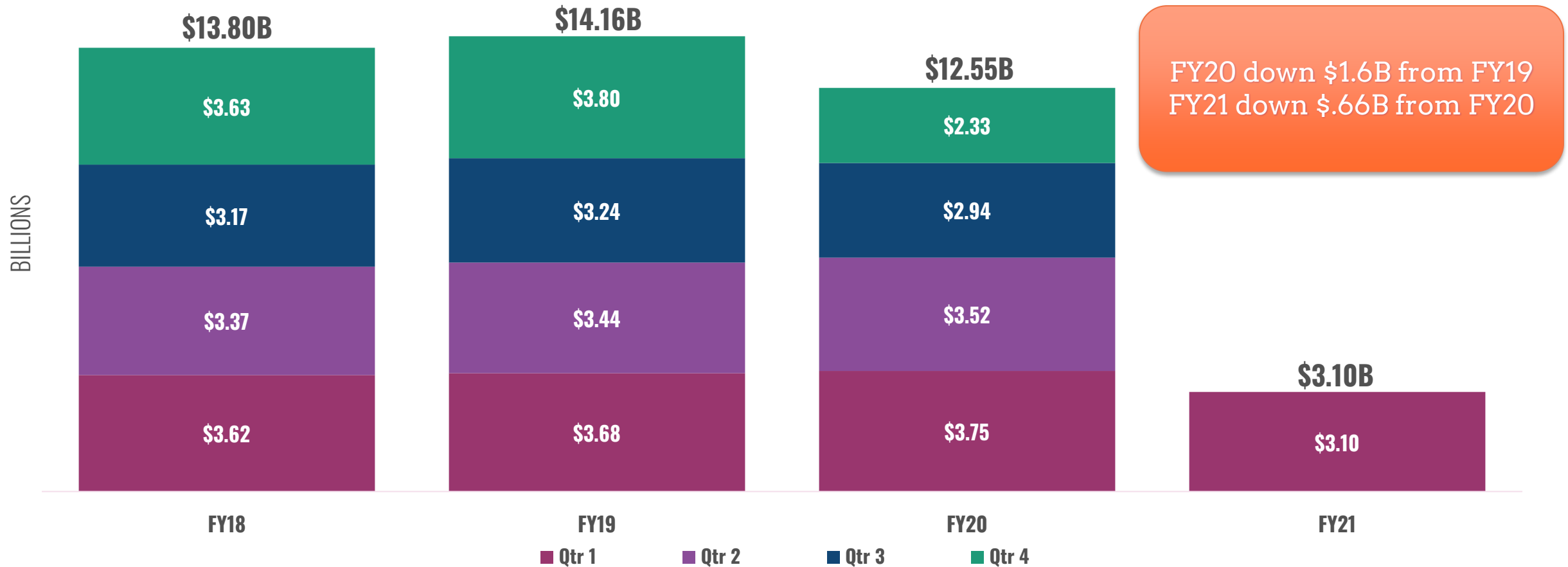


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



FY Sales Revenue from Tourism-Related NAICS



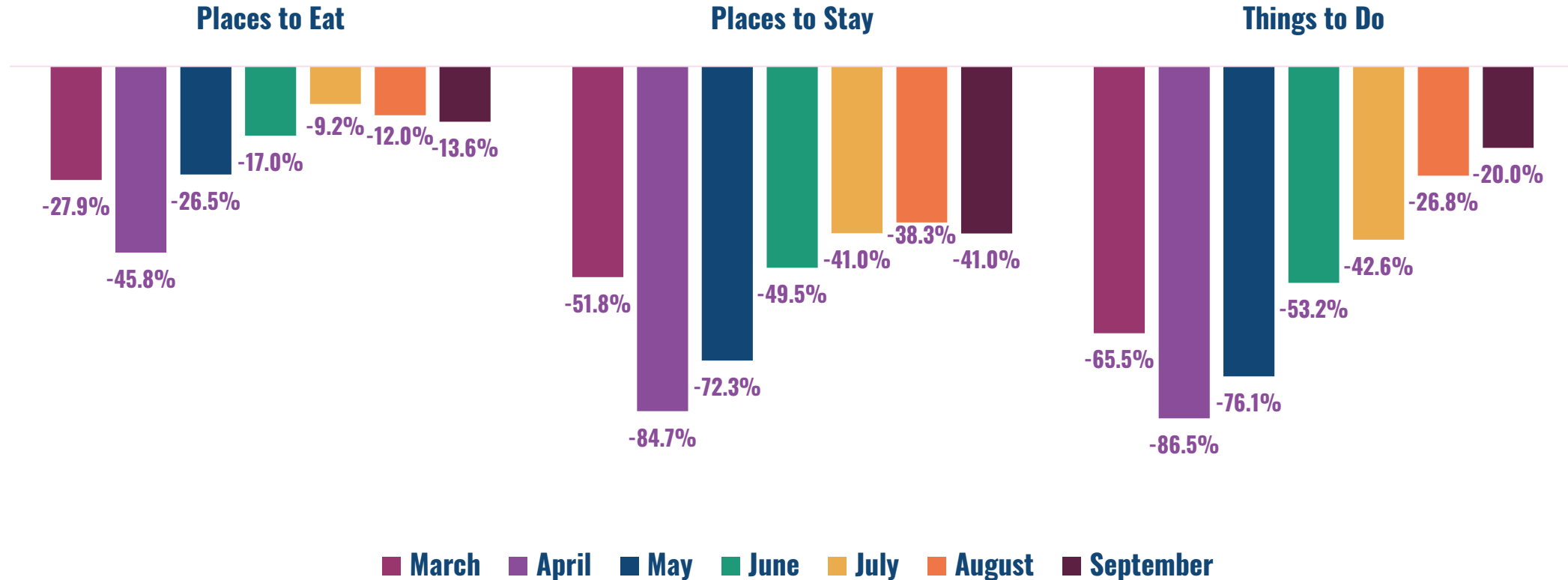
Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales

Change in March - September 2020 Compared to March - September 2019

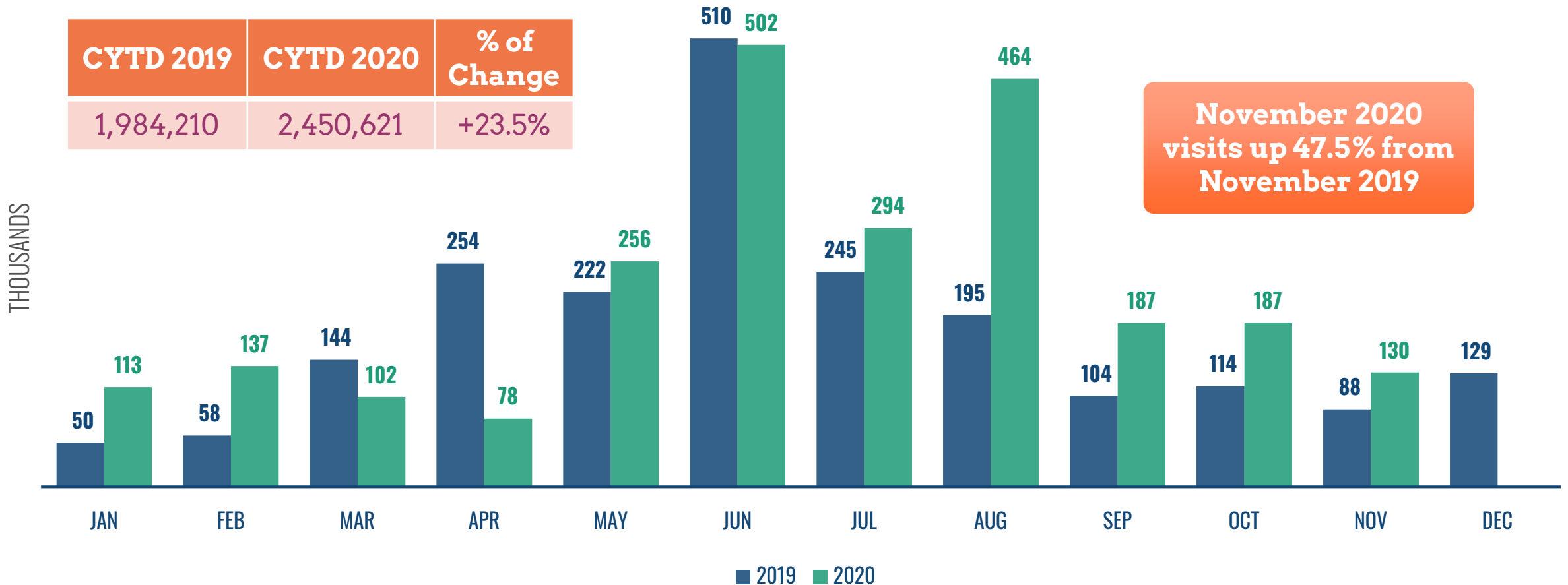


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020

Calendar Year Visits to VisitMO.com by Month



May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020.

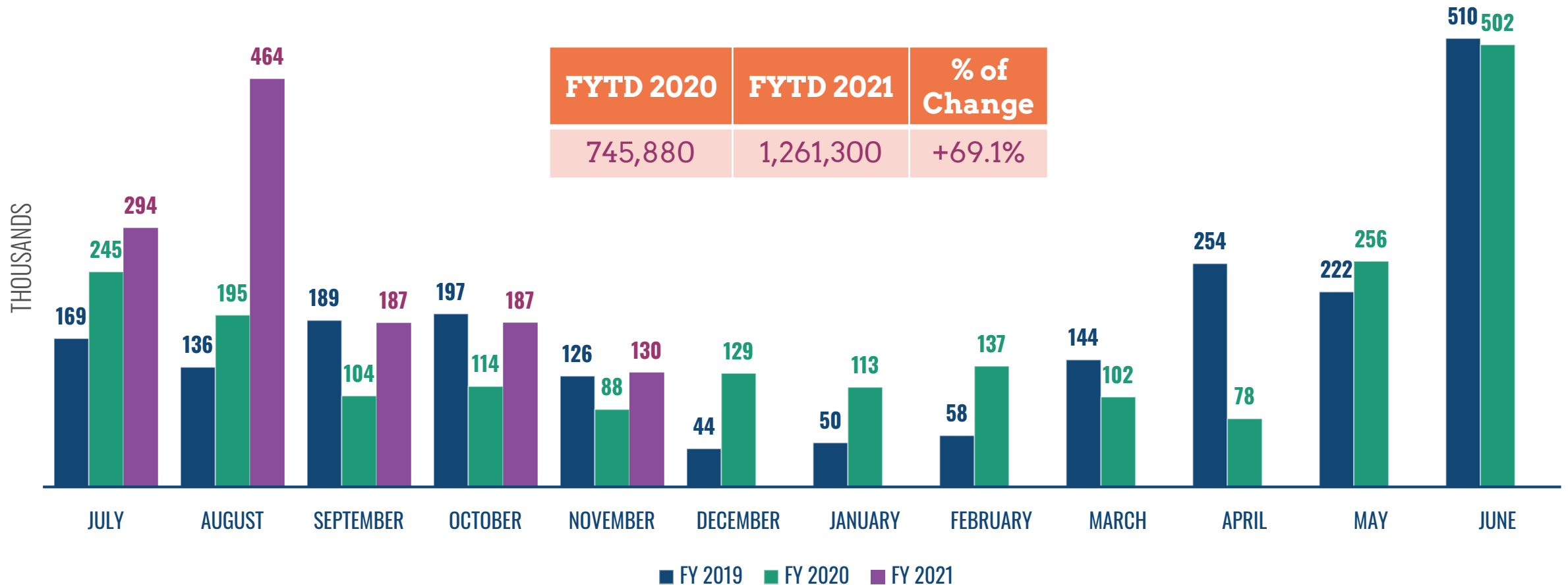
Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020

Fiscal Year Visits to VisitMO.com by Month



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Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

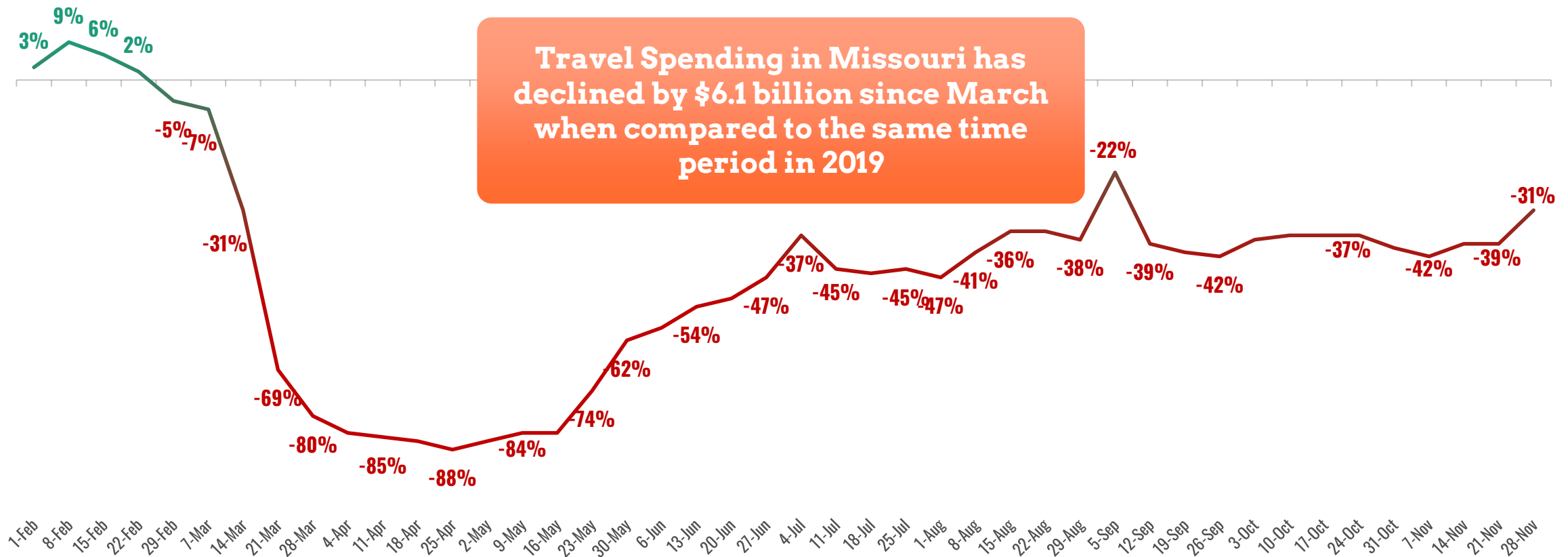
Missouri Travel Barometer

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Economic Impact

Year-Over-Year % Change in Weekly Travel Spending in Missouri

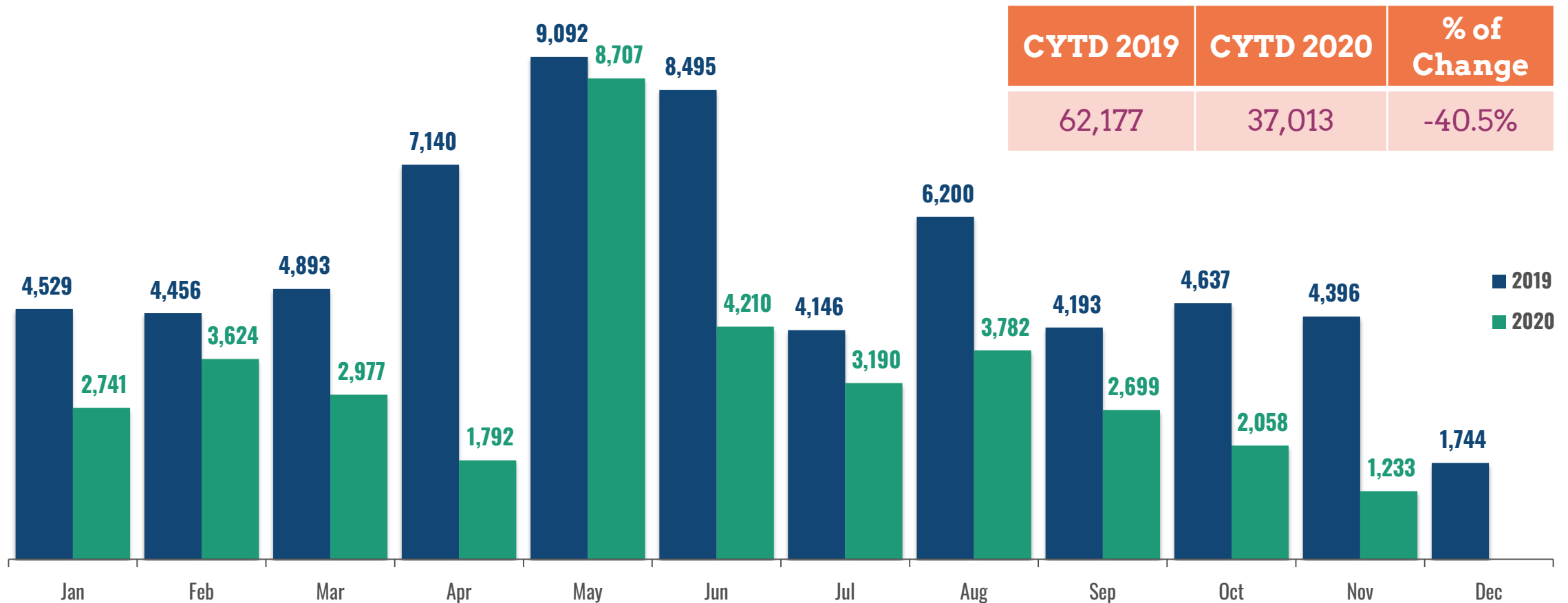


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

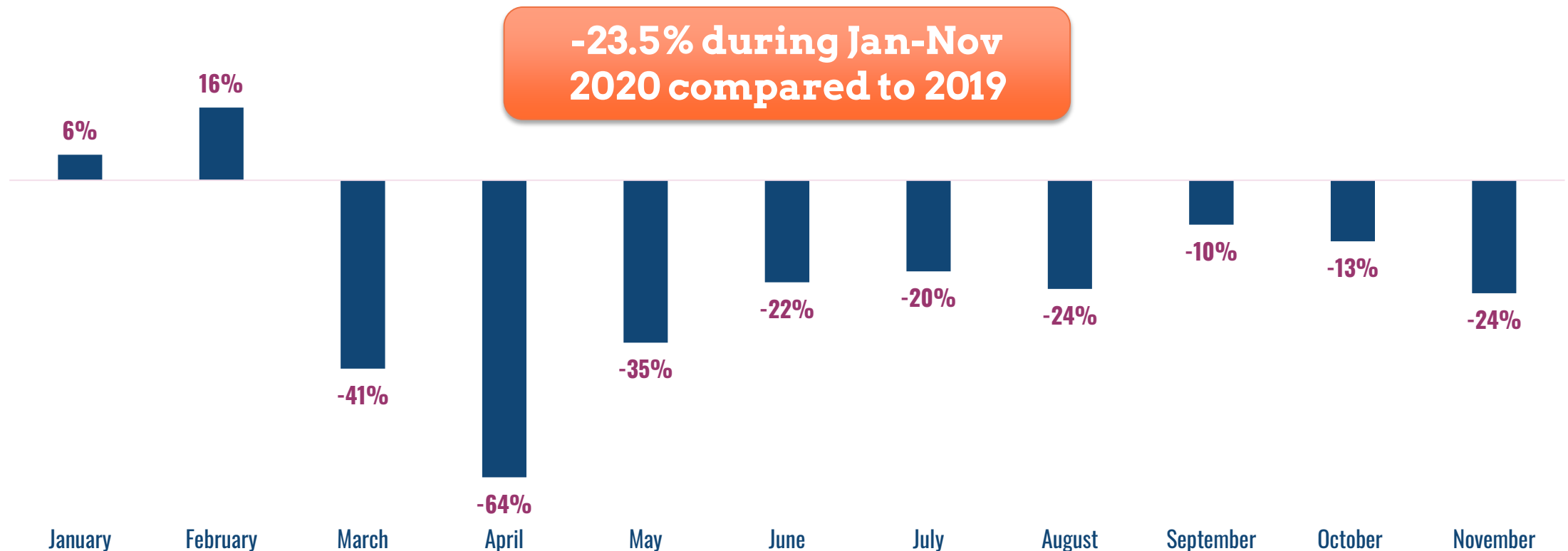
Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri

Road Trips to Missouri as Reported by Arrivalist

**% of Change in Road Trips to MO by Month
2020 Compared to 2019**



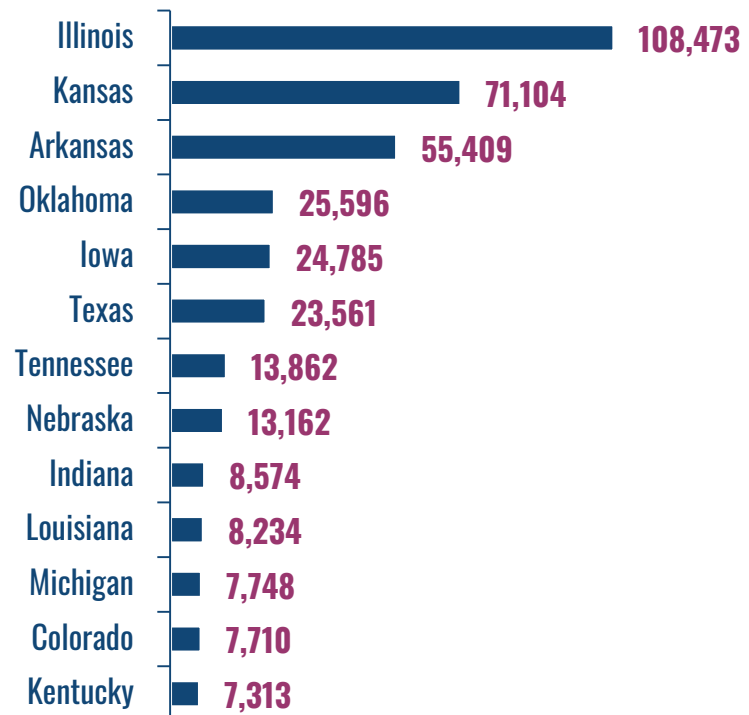
Missouri Travel Barometer



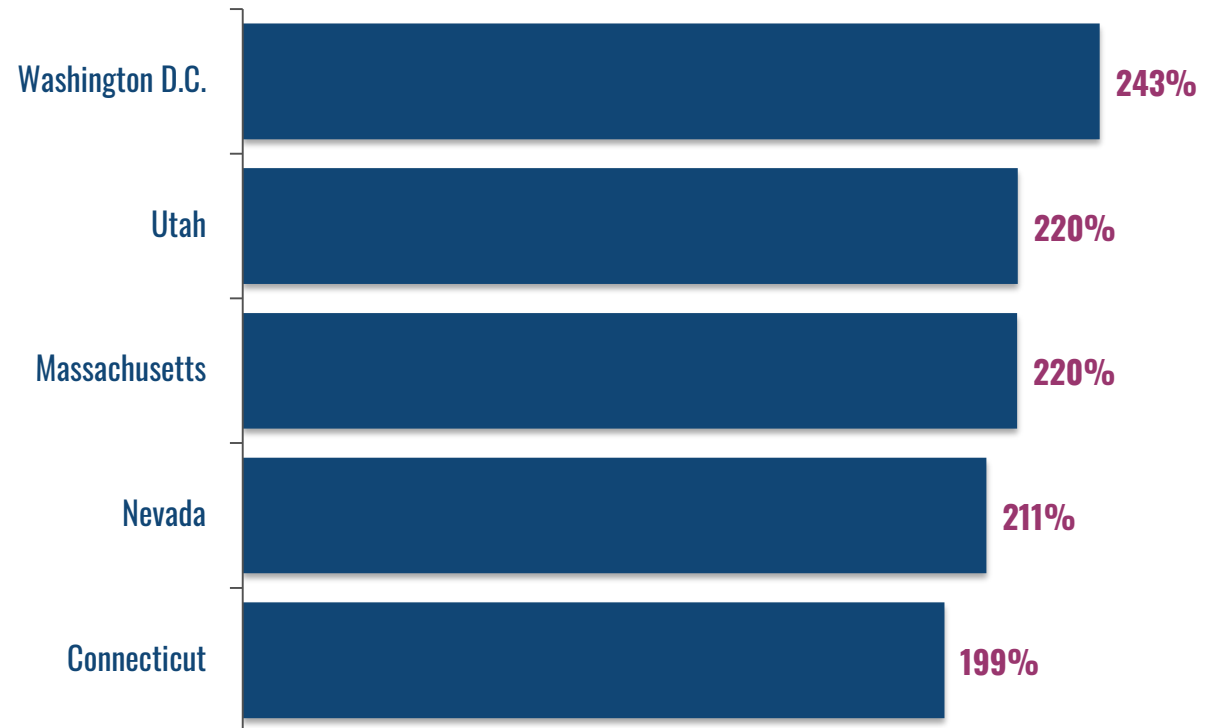
Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri

November Road Trips to Missouri as Reported by Arrivalist

Top Nearby States for November Road Trips to MO



Top States that Increased Road Trips to MO Nov 2020 % of Increase over Nov 2019

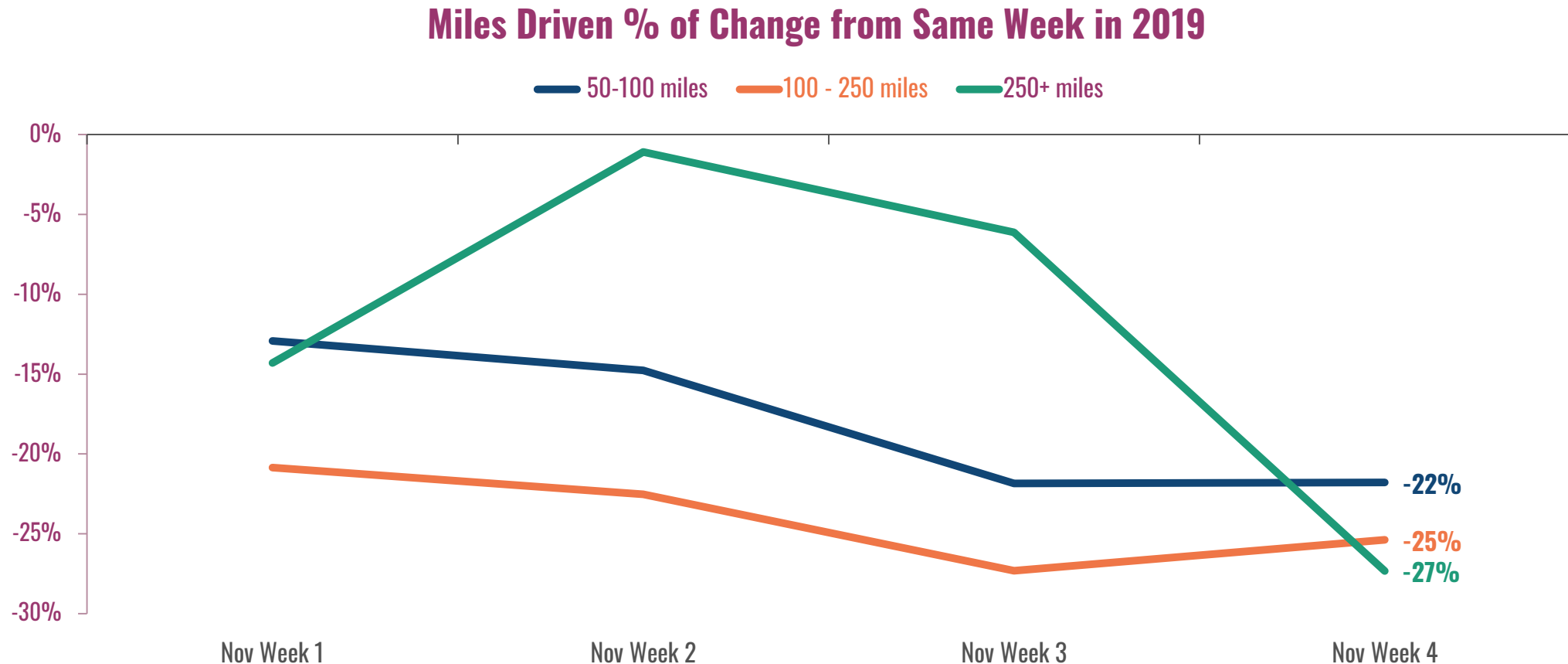


Missouri Travel Barometer

Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri



Road Trips to Missouri as Reported by Arrivalist



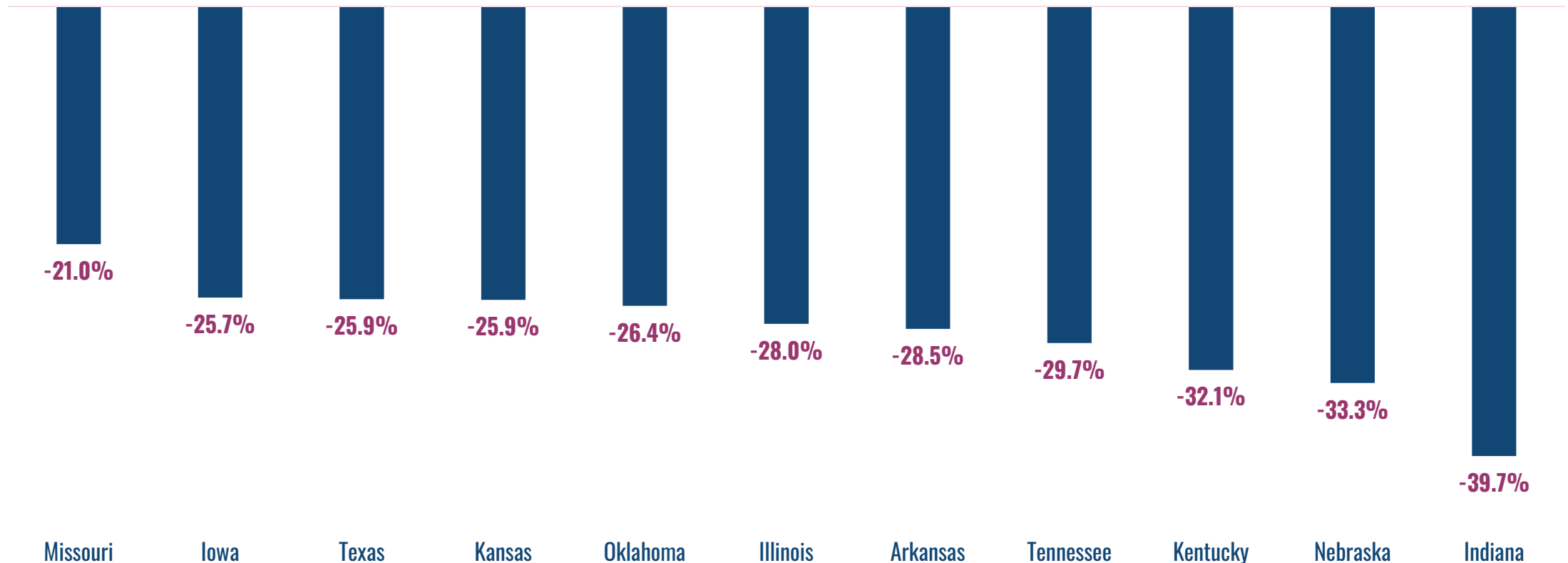
Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri

January – November Road Trips to Missouri as Reported by Arrivalist

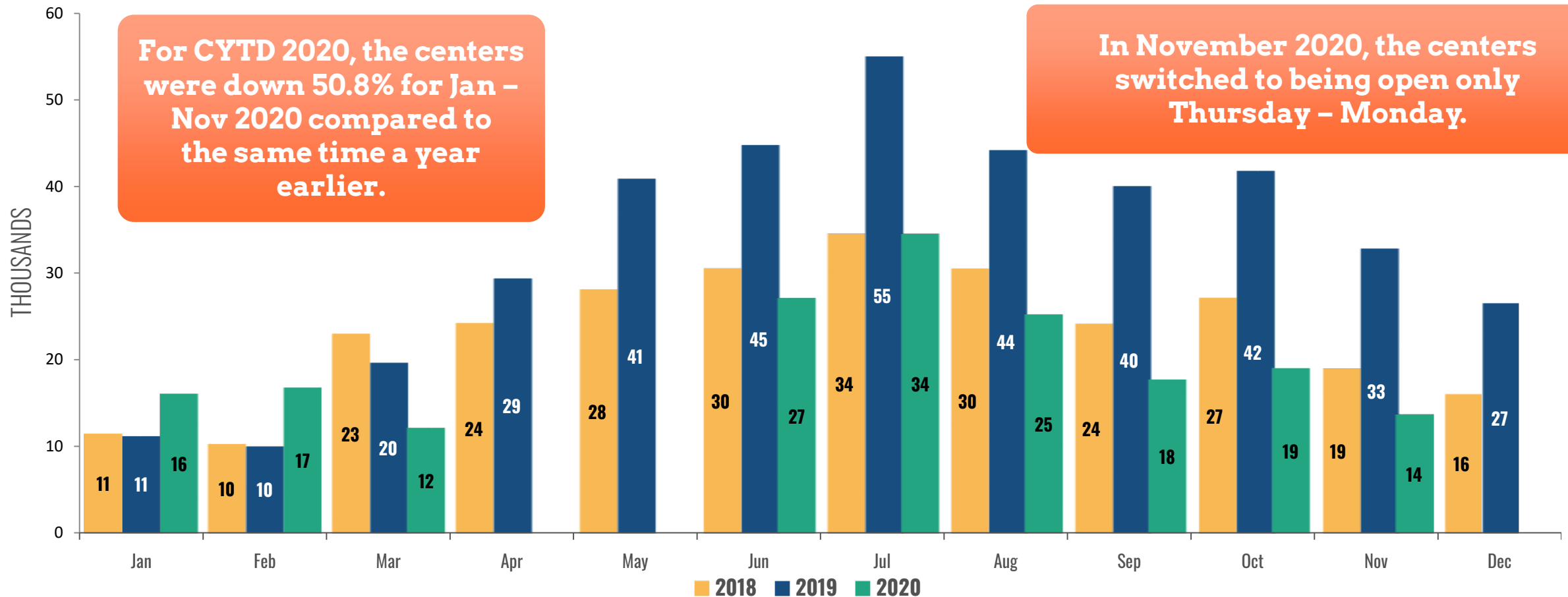
% of Change in Road Trips to MO by Nearby States 2020 Compared to 2019



Missouri Travel Barometer



Welcome Center Visits: 2020 Calendar Year to Date through November

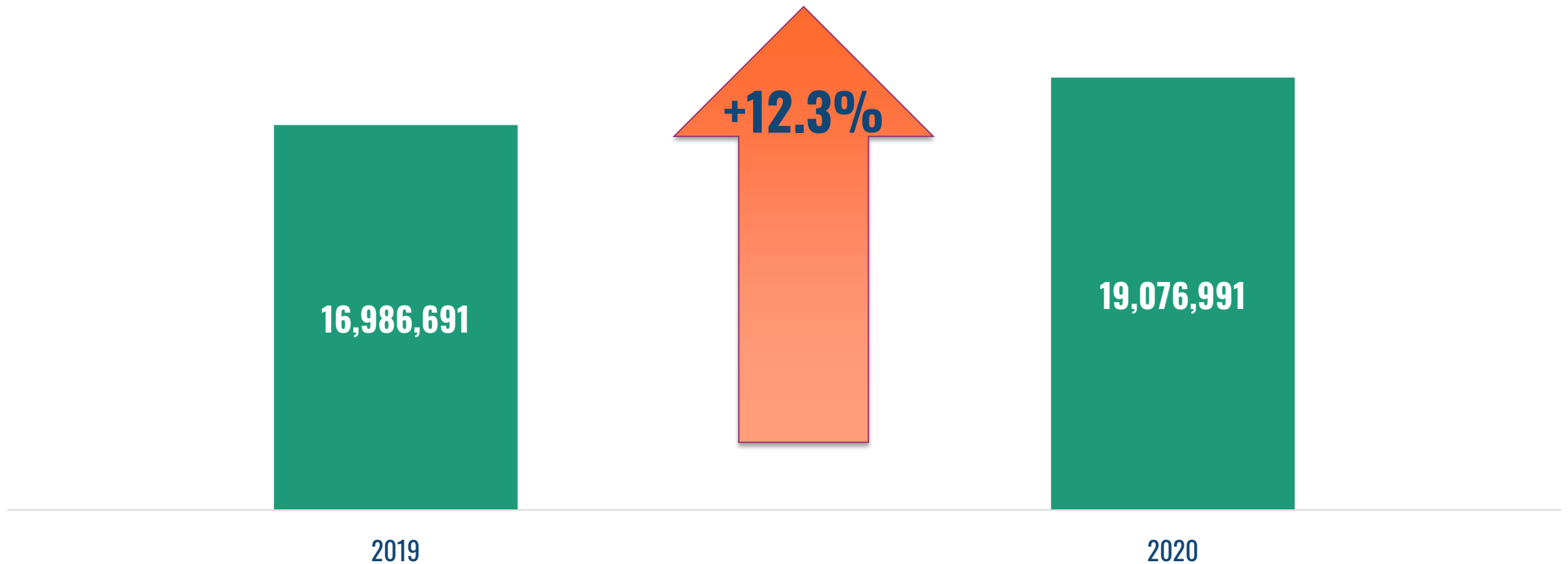


Notes: The Welcome Centers were closed March 18th – May 31st due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October.

Missouri Travel Barometer



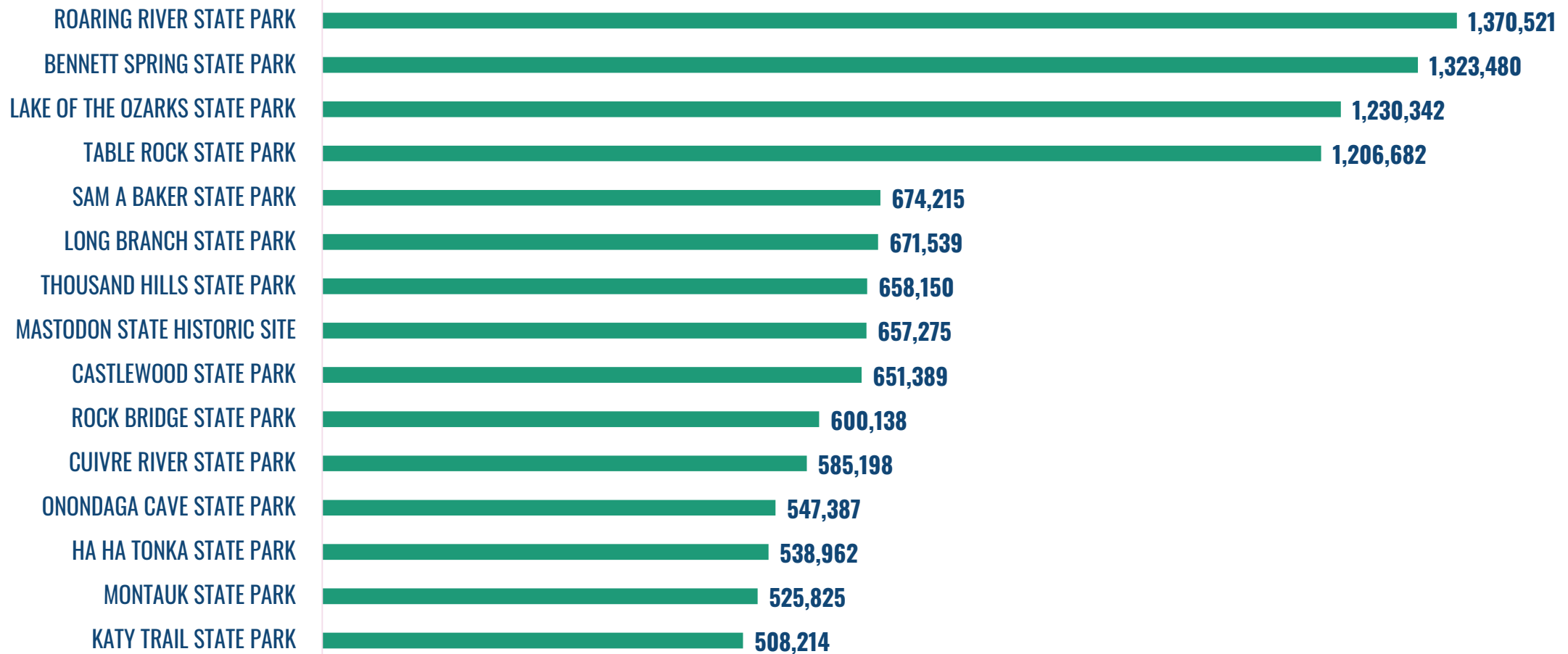
Visitors to Missouri State Parks during January - October



Missouri Travel Barometer

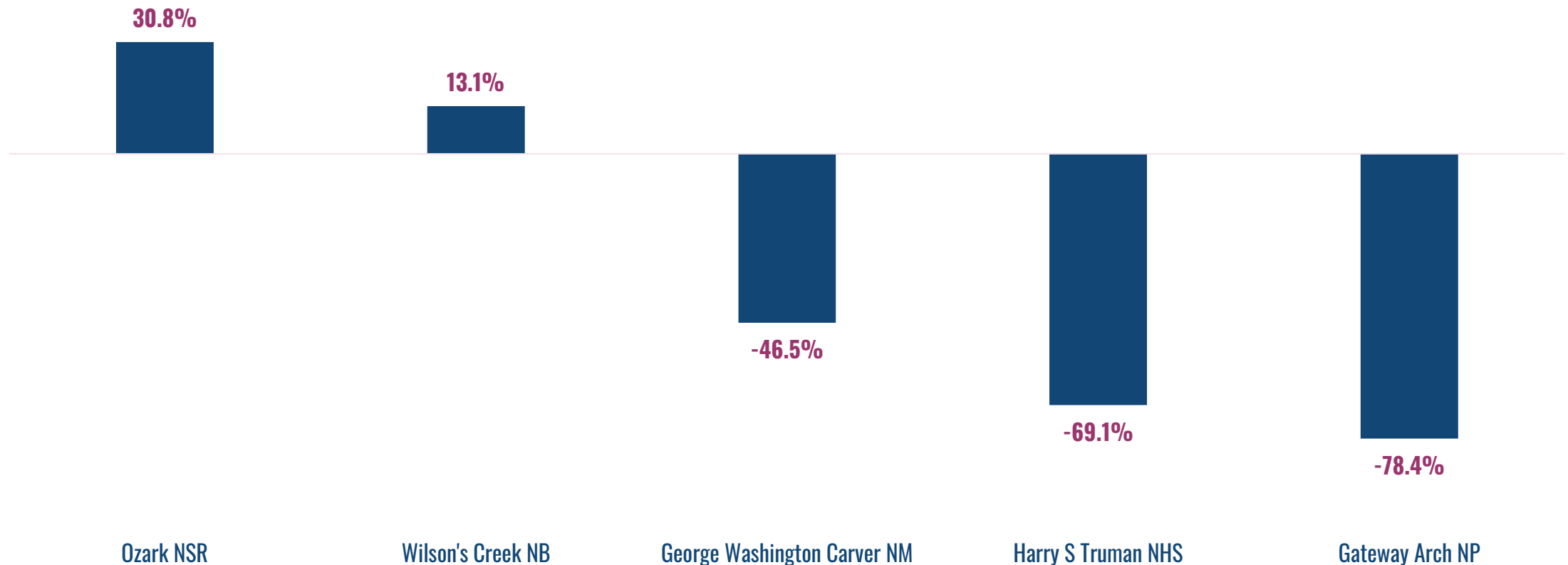


Most Visited Missouri State Parks during January - October



Missouri National Parks Attendance

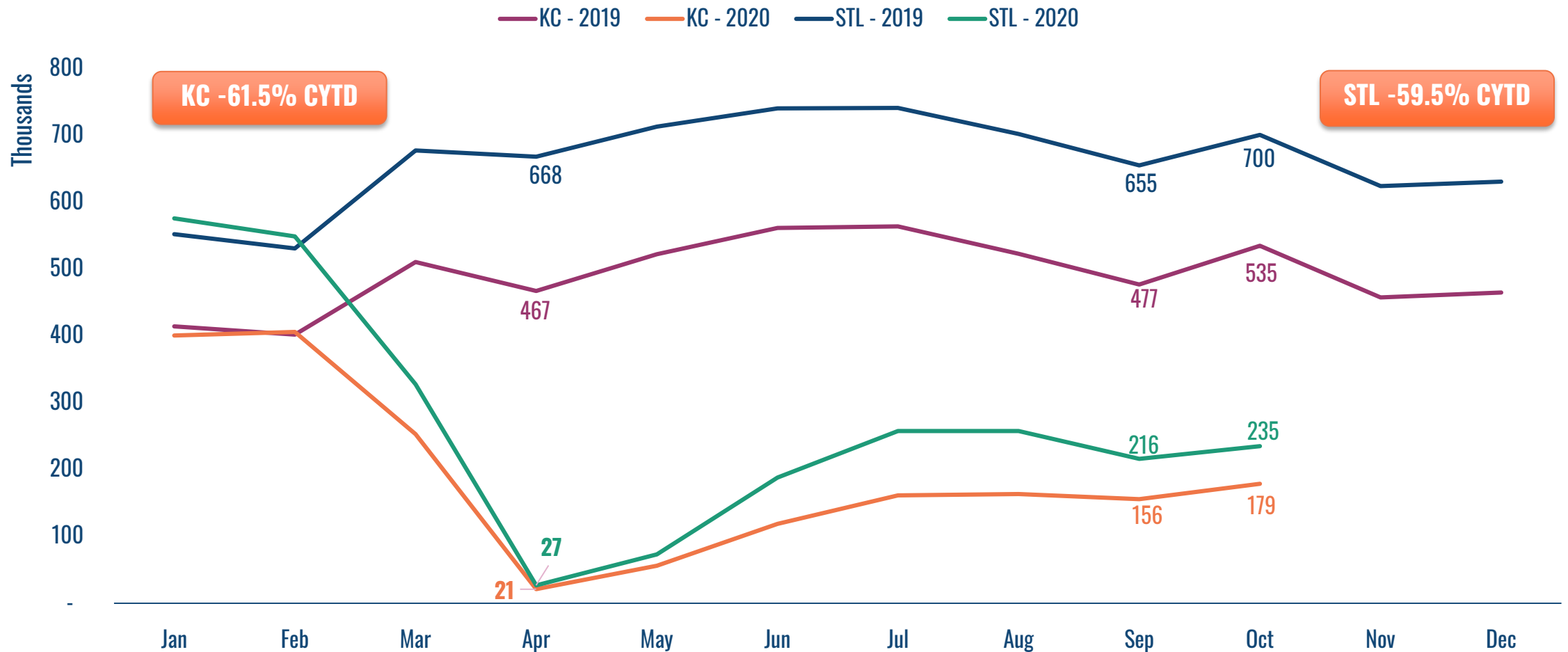
**% of Change in Visits to Missouri National Parks
January – October 2020 Compared to 2019**



Missouri Travel Barometer



KC & STL Airport Deplanements



THANK YOU

